CDC ROCHESTER

UPPER FALLS BOULEVARD GATEWAY

VISIONING MARCH 2016

Project Team

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A Special Thank You to the Following:

Members of the Lomb Memorial Relighting Task Force

The Members of the Northeast Quadrant Team and the Neighborhoods they Represent
&
Project Funders:

Andy Germanow
CEO, Germanow-Simon Companies

Mark D. Minunni
Brewery Manager, North American Breweries

Upper Falls Boulevard Gateway Vision Narrative

Introduction:

The Lomb Memorial was built and dedicated on May 30, 1932 to celebrate the accomplishments of Henry Lomb and his influence on Rochester, NY. Constructed of Black Minnesota Granite and standing 48 feet tall, the Memorial is thought to have remained lit until 1949. Since its dedication, landscape, streets, housing and factory buildings in the surrounding area have been significantly altered primarily throughout the 1960's and 1970's. This alteration has made Memorial and Lomb Memorial Park wayfinding difficult for pedestrians, bicyclists, and vehicles. Traffic patterns have also created unsafe driving conditions immediately surrounding the Memorial. The Memorial is all but inaccessible in a small median in a heavily trafficked section of Upper Falls Boulevard near Saint Paul Street.

The Community Design Center Rochester (CDCR), City of Rochester, Germanow-Simon Companies and North American Breweries, Inc. have partnered to work with the community to re-envision the Lomb Memorial, Lomb Memorial Park, Upper Falls Boulevard, and Saint Paul Street as a gateway into the northeast section of the City of Rochester.

Purpose:

- Create a vision for an Upper Falls Boulevard and Saint Paul Street Gateway;
- Enhance the physical environment;
- Create sense of place;
- Recognize the important role Bausch and Lomb played in the area's development;
- Improve the safety of pedestrians, bicyclists, and drivers.

Short Term Vision:

- Restore and relight the Lomb Memorial;
- Create new and improve existing crosswalks to introduce a pedestrian friendly environment;
- Include a new bus shelter to accommodate users;
- Maintain and create shared bike lanes on Saint Paul Street and Upper Falls Boulevard to encourage alternate modes of transportation and protect bicyclists;
- Replace existing North American Breweries and Coca-Cola fencing with a more attractive alternative;
- Install benches and perennial plantings in existing Lomb Memorial Park;
- Remove parking sign from Bausch and Lomb building remnant wall and install interpretive signage.

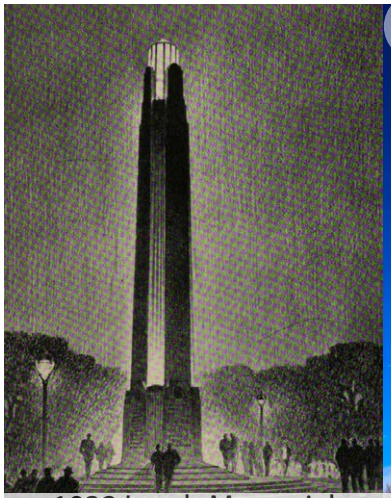
Long Term Vision:

- Create a unified greenspace connecting pedestrians to the Lomb Memorial:
- Remove the dangerous crossing of Martin Street between Lowell Street and Upper Falls Boulevard;
- Remove west bound Upper Falls Boulevard between Almira Street and Saint Paul Street;
- Return name of created street to Bausch Street giving tribute to Lomb's business partner;
- Widen Lowell Street to create space for on-street parking, encouraging re-development of the former Bausch and Lomb building adjacent to the Park;
- Remove concrete at the base of the Lomb Memorial and install plantings accenting the aesthetics of the Lomb Memorial;
- Remove existing and construct new sidewalks within the new green space to accommodate pedestrians and accent the Memorial;
- Install seating walls linking the Memorial to the former Bausch and Lomb Building remnant;
- Install benches around the memorial to create needed seating for users of the Park;
- Plant new trees and perennial plantings to accent the Memorial and create shade areas;
- Replace lamp posts; tie to existing historic lighting on Smith Street Bridge;
- Stabilize Bausch and Lomb building remnant wall.

Conclusion:

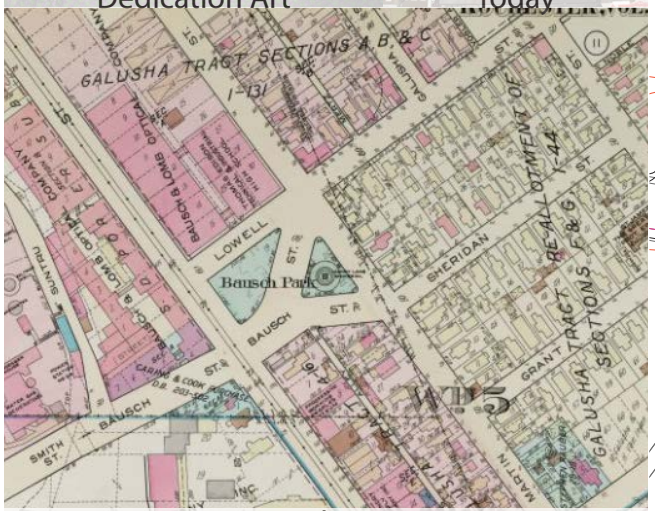
The Lomb Memorial not only celebrates the personal and professional accomplishments of Henry Lomb, but also his positive influence on The City of Rochester. The Memorial is a prominent part of the built environment and has the potential to influence one's perception of the northeast quadrant of the City of Rochester. The re-envisioning of the Lomb Memorial Park and restoration of the Lomb Memorial improves this built environment; provides a gathering space for community members and workers at nearby businesses; assists in economic redevelopment and establishes a strong sense of place in this key gateway.

Upper Falls Boulevard Gateway Vision
Existing Conditions

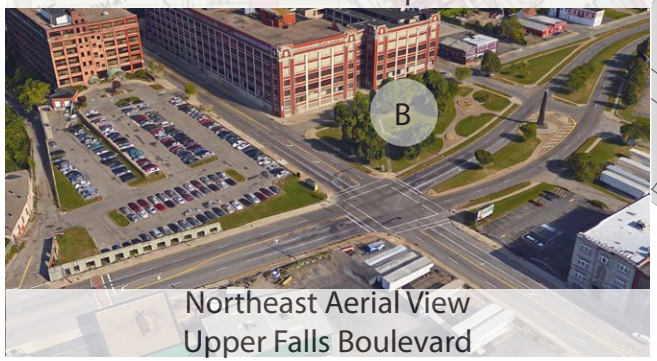


1932 Lomb Memorial Dedication Art

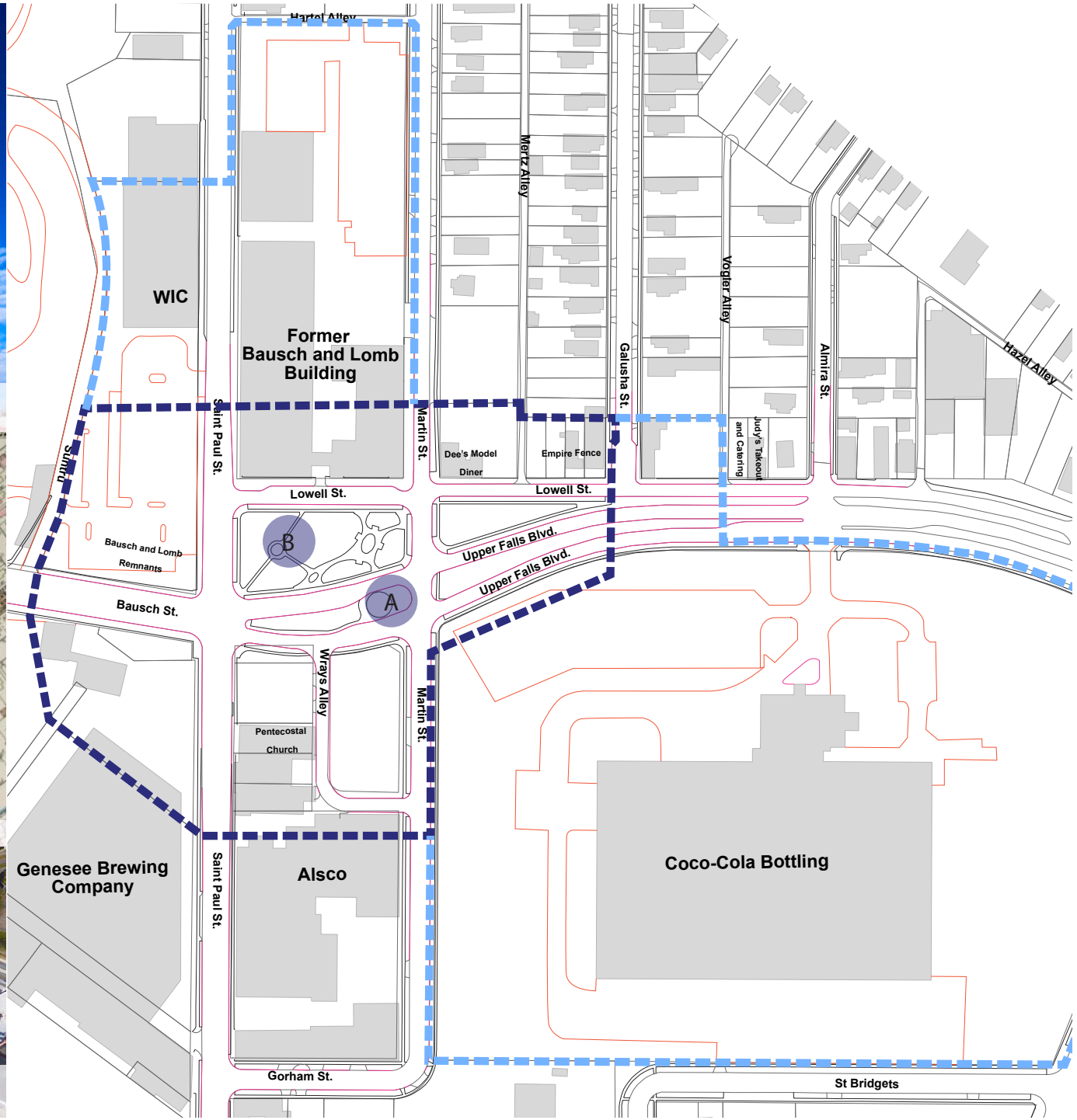
Lomb Memorial Today



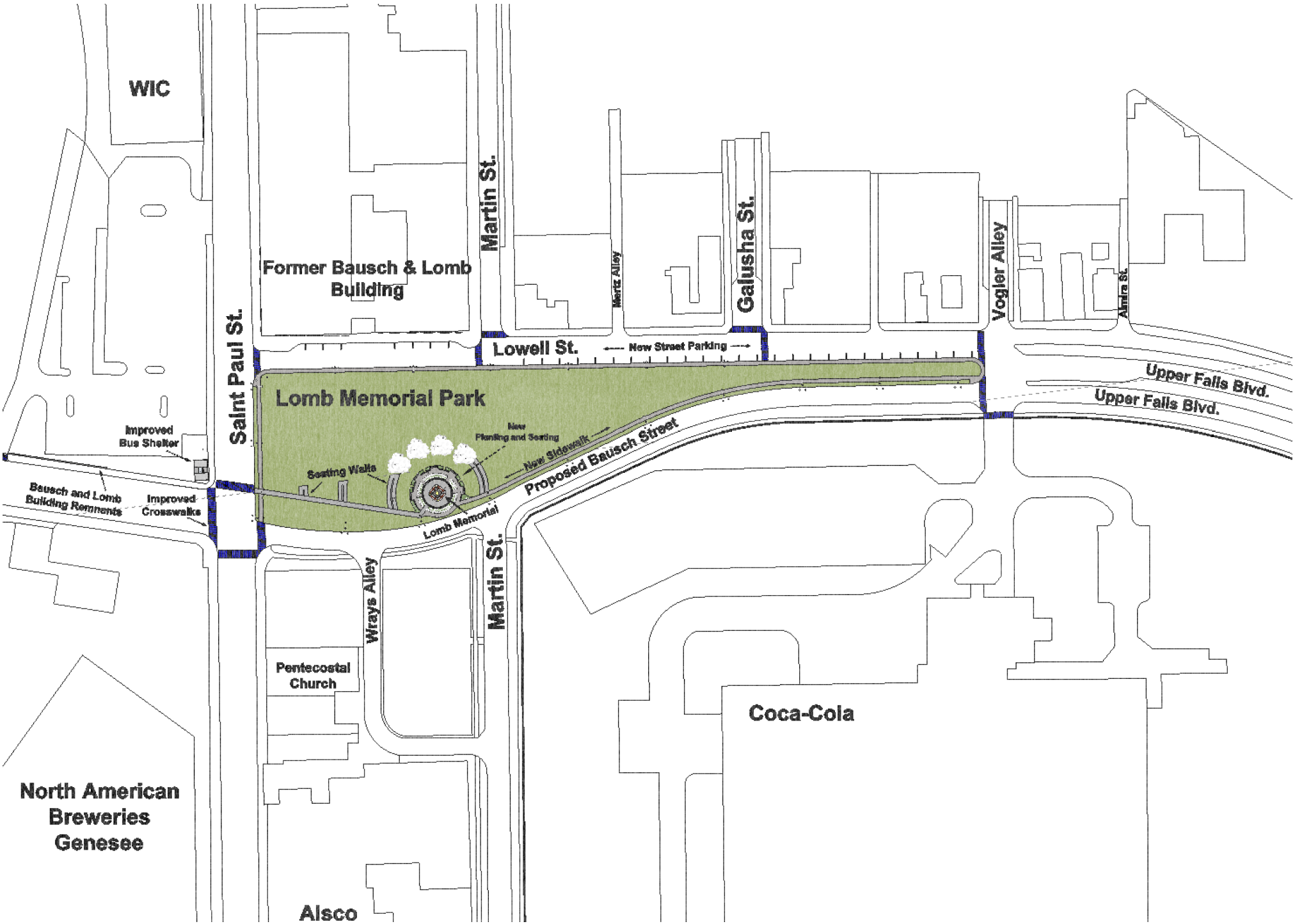
1935 Plat Map

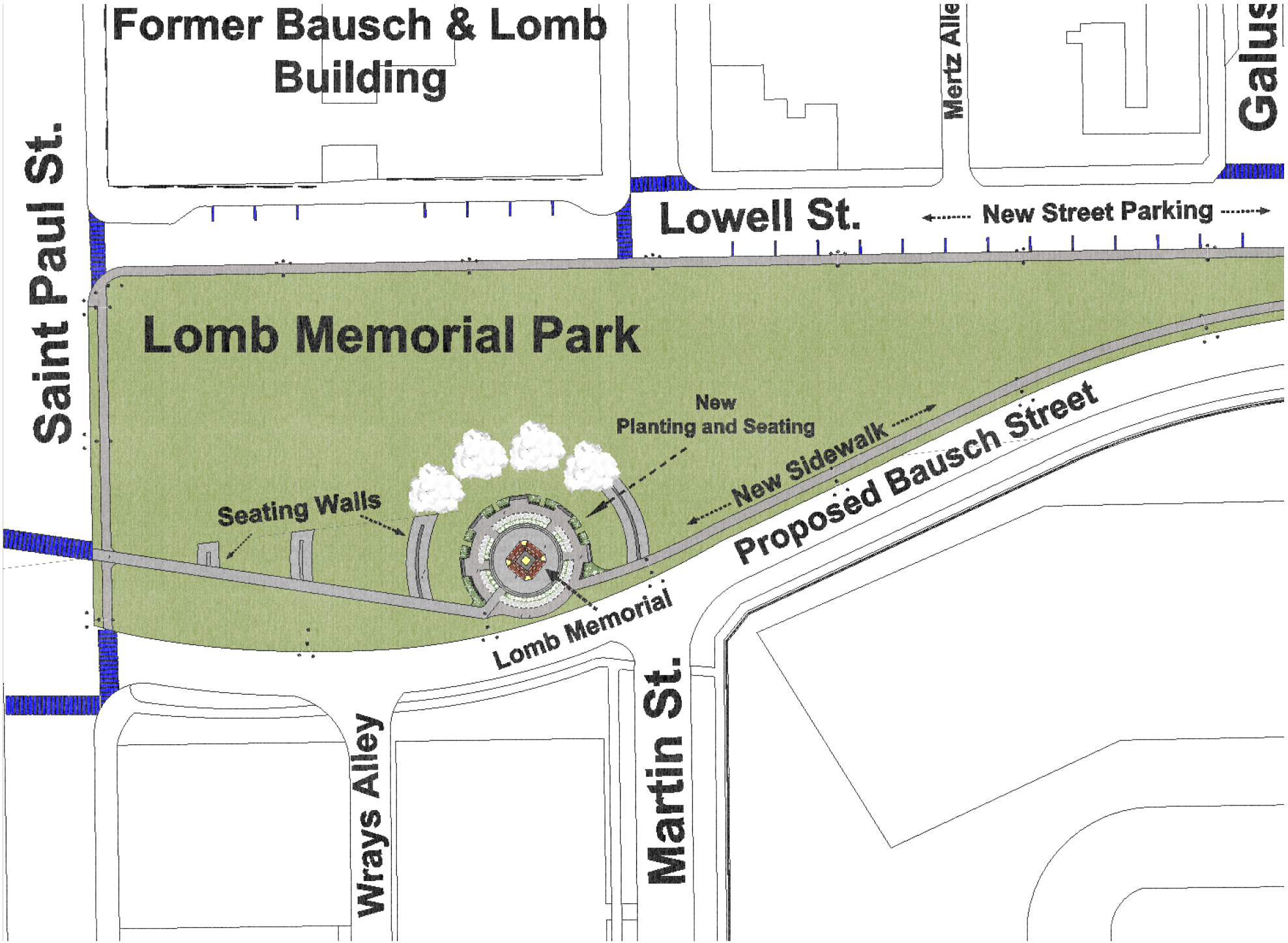


Northeast Aerial View
Upper Falls Boulevard



Upper Falls Boulevard Gateway Vision
Proposed Concept




Former Bausch & Lomb Building
Mertz Alle
Galus
Saint Paul St.
Lowell St.
New Street Parking
Lomb Memorial Park
New
Planting and Seating
New Sidewalk
Seating Walls
Proposed Bausch Street
Lomb Memorial
Wrays Alley
Martin St.

Upper Falls Boulevard Gateway Vision
Graphic Rendering

Upper Falls Boulevard Gateway Vision
Graphic Rendering